

Missouri Department of Health and Senior Services
PANDEMIC INFLUENZA COMMUNITY CAMPAIGN PROMOTION
HOW-TO GUIDE

This How-To Guide outlines strategies to educate and promote awareness among individuals, communities, and partners about pandemic influenza and preventive measures. They can be adapted to create your own strategies or to fit your particular needs or resources.

Strategies:

- Promote partnerships among local and state government and community organizations.
- Encourage community partners to use this How-To Guide in their outreach planning.
- Educate Missourians to help them create a plan, prepare an emergency kit, and practice good personal hygiene.

MARKETING SUGGESTIONS

Business/Industry

- Promote a healthy workplace:
 - Include pandemic influenza policy in personnel manual.
 - Encourage discussions to alleviate staff fear of pandemic influenza.
 - Send routine e-mails to staff regarding pandemic influenza prevention.
 - Hold a staff education session on pandemic influenza preparedness and prevention or sponsor a seasonal flu shot clinic.
 - Sponsor a brown bag lunch seminar on the importance of yearly seasonal flu immunizations.
 - Sponsor an emergency kit “Lunch-n-Learn” for staff and include drawing for a free emergency kit.
- Display campaign flyers and/or posters in high-visibility areas.
- Distribute information to public on products such as pizza box tops and milk cartons.
- Place sanitizer dispensers in public areas for general use.
- Create specific marketing outreach to customers (bike shops, fitness centers, motorcycles, etc).
- Place stacks of brochures, flyers, or handouts at cashier counters or other prominent locations.
- Consider ways to give to the needy during an emergency, such as “Adopt-a-Family” community programs or collections of donated emergency kit items.
- Place brochures, flyers, or handouts in shopping or prescription bags of each customer.
- Post information on website, i.e., electronic newsletters, video streaming, etc.
- Promote community-based, emergency response programs that involve local families, neighborhoods and communities working together, such as a Neighbor to Neighbor network. See www.plattecountyhealthdept.com/crc/n2n for an example.

Retail Businesses:

- Display campaign flyers and/or posters in high-visibility areas.
- Use greeter to hand out list of emergency kit supplies to customers.
- Stock and track sales of emergency kit items in visible location.
- Place general-use sanitizers at the front of the store and in staff break rooms.

Media:

- Develop radio, television and print public service announcements.
- Add pandemic influenza and emergency kit training dates and locations to community calendars.
- Develop a series of articles on pandemic influenza preparedness and prevention.
- Show short infomercials on pandemic influenza.

Civic (plug into existing community meetings)

- Distribute campaign flyers and/or posters for display by community partners in high-visibility areas.
- Provide campaign materials during special events such as annual family reunions, ethnic festivals, health fairs, and more.
- Contact other organizations to ask them to join the effort to raise awareness of the need for good hygiene and emergency kit preparation.
- Include campaign message in organizational meetings and/or newsletters.
- Include the pandemic influenza campaign message, website, and hotline number in service programs.
- Organize groups to post campaign flyers and/or posters in senior centers, polling places, apartment-building laundry facilities, etc.
- Identify members who have special needs and how to reach them.
- Develop list serves and other methods of communications to members that can be utilized during a pandemic.
- Consider ways to give to the needy during an emergency, such as “Adopt-a-Family” community programs or collections of donated emergency kit items.
- Utilize health ministries/parish nurses to funnel pandemic influenza information to church membership.
- Donate church space for community meetings on pandemic influenza.
- Conduct educational sessions on emergency kit preparation and include drawing for a free emergency kit.
- Offer spiritual care during the response and recovery phases.
- Assist with disseminating messages to the public.
- Sponsor programs with a health professional to speak and answer questions regarding pandemic influenza.
- Utilize church social events to distribute brochures or handouts, display campaign flyers and/or posters.
- Ask each congregation member to encourage friends, relatives, neighbors, and co-workers, etc. to get a yearly seasonal flu immunization.
- Promote community-based, emergency response programs that involve local families, neighborhoods and communities working together, such as a Neighbor to Neighbor network. See www.plattecountyhealthdept.com/crc/n2n for an example.

Education

Universities/Schools:

- Create display(s) emphasizing campaign message.
- Display campaign flyers and/or posters in high-visibility areas.
- Place sanitizer dispensers in public areas for general use.
- Conduct educational “Lunch-n-Learn” sessions on emergency kit preparation and include drawing for a free emergency kit.
- Place stacks of brochures, flyers, or handouts at reception desk or book checkout counter.
- Distribute brochures, flyers, or handouts with each book checked out and with parent folders.
- Consider ways to give to the needy during an emergency, such as “Adopt-a-Family” community programs or collections of donated emergency kit items.
- Sponsor campaigns on the importance of yearly seasonal flu immunizations.
- Include educational modules with campaign message throughout the curriculum for all grades.

Entertainment/Recreation

Movie Theaters:

- Show a campaign message as one of the messages on the screen before the movie begins.
- Display campaign flyers and/or posters in high-visibility areas.
- Sponsor drawings for free emergency kits.
- Place sanitizer dispensers in public areas for general use.

Fitness Centers, Gyms, Dance Studios, Recreation Centers, and Social Halls:

- Display campaign flyers and/or posters in high-visibility areas.
- Place sanitizer dispensers in public areas for general use.
- Recruit fitness directors, personal trainers, and dance instructors to become campaign partners in promoting yearly seasonal flu immunizations.
- Sponsor drawings for free emergency kits.

Government

- Display campaign flyers and/or posters in high-visibility areas.
- Encourage discussions to alleviate individuals’ misconceptions of pandemic influenza.
- Encourage area businesses and community organizations to join the effort to inform the community of the need for yearly seasonal flu and pneumonia immunizations.
- Have emergency responder staff distribute campaign materials when they participate in health and safety fairs.
- Have emergency responder staff distribute brochures, flyers, or handouts to residents when they conduct fire-safety or crime-risk home checks for community residents.
- Create display(s) emphasizing campaign message.
- Place sanitizer dispensers in public areas for general and staff use.
- Conduct educational “Lunch-n-Learn” sessions on emergency kit preparation and include drawing for a free emergency kit.
- Distribute brochures, flyers, or handouts with library books checked out.
- Consider ways to give to the needy during an emergency, such as “Adopt-a-Family” community programs or collections of donated emergency kit items.
- Assist community partners to develop pandemic influenza plans.
- Sponsor campaigns on the importance of yearly seasonal flu immunizations.

- Send routine e-mails to staff regarding pandemic influenza prevention.
- Post information on websites and in electronic newsletters.
- Include a pandemic influenza policy in personnel manual.
- Promote community-based, emergency response programs that involve local families, neighborhoods and communities working together, such as a Neighbor to Neighbor network. See www.plattecountyhealthdept.com/crc/n2n for an example.

Healthcare

- Promote a healthy workplace:
 - Include pandemic influenza policy in personnel manual.
 - Encourage discussions to alleviate staff fear of pandemic influenza.
 - Send routine e-mails to staff regarding pandemic influenza prevention.
 - Hold a staff education session on pandemic influenza preparedness and prevention or sponsor a seasonal flu shot clinic.
 - Sponsor a brown bag lunch seminar on the importance of yearly seasonal flu immunizations.
 - Sponsor an emergency kit “Lunch-n-Learn” for staff and include drawing for a free emergency kit.
- Display campaign flyers and/or posters in high-visibility areas.
- Place sanitizer dispensers in public areas for general use.
- Place stacks of brochures, flyers, or handouts for patients at check-in and check-out counters and in waiting rooms.

Special Health Care Needs*

- Promote a healthy workplace:
 - Include pandemic influenza policy in personnel manual.
 - Encourage discussions to alleviate staff fear of pandemic influenza.
 - Send routine e-mails to staff regarding pandemic influenza prevention.
 - Hold a staff education session on pandemic influenza preparedness and prevention or sponsor a seasonal flu shot clinic.
 - Sponsor a brown bag lunch seminar on the importance of yearly seasonal flu immunizations.
 - Sponsor an emergency kit “Lunch-n-Learn” for staff and include drawing for a free emergency kit.
- Sponsor forums with seniors and their families about other emergencies they remember (i.e., World War II shortages, Cuban missile crisis, etc.) and relate the forum to present day threat of pandemic influenza.
- Display campaign flyers and/or posters in high-visibility areas.
- Place general-use sanitizers at the entrance to the facility and in restrooms.
- Place stacks of brochures, flyers, or handouts at cashier counters or other prominent locations.
- Encourage discussions to alleviate individuals’ fear of getting a flu immunization.
- Distribute educational materials with Meals on Wheels.
- Distribute Special Health Care Needs insert (see description on page 5 of toolkit document).
- Promote community-based, emergency response programs that involve local families, neighborhoods and communities working together, such as a Neighbor to Neighbor network. See www.plattecountyhealthdept.com/crc/n2n for an example.

Youth

- Distribute campaign flyers and/or posters.
- Provide campaign materials during special events.
- Contact other organizations to ask them to join the effort to raise awareness of the need for good hygiene and emergency kit preparation.
- Include campaign message in organizational meetings and/or newsletters.
- Consider ways to give to the needy during an emergency, such as “Adopt-a-Family” community programs or collections of donated emergency kit items.
- Promote importance of yearly seasonal flu immunizations.
- Promote preventive health measures (i.e., hand-washing, proper cough and sneeze etiquette and staying home when sick).
- Create a recognition or award to be earned by assembling emergency preparedness kits and participating in education about pandemic flu and/or other natural disasters.

SUGGESTED OUTREACH AUDIENCE (but not limited to)

Business/Industry

- American Automobile Association Insurance Providers
- Banks
- Business Journals (employers, community leaders)
- Chambers of Commerce (employers)
- Media
- Missouri Electric Cooperative
- Missouri Farm Bureau (agriculture producers)
- Newspapers
- Retirement System Members
- Retailers
- Unions
- Workout Facilities

Civic

- AARP (senior citizens)
- Community Action Agencies/Charitable Organizations (food and clothes pantries, soup kitchens, shelters, Salvation Army, United Way, faith-based organizations, etc.)
- Community Centers
- Faith-Based Organizations (community leaders, ministerial alliances, parish nurses, non-English, minority groups)
- Fraternal Groups
- Missouri Primary Care Association (social service professionals, people with disabilities, parents, non-English speaking, minority groups, community leaders)
- Missouri Society of Association Executives
- Multi-Cultural Organizations/Centers
- Parks and Recreation Programs
- State Fire Chiefs Association
- Voluntary Action Center
- Volunteer Agencies (American Red Cross, Salvation Army, faith based organizations, Citizen Corps, community emergency response teams [CERT], medical reserve corps, corporate volunteer programs, volunteer organizations active in disaster [VOADs], community organizations active in disaster [COADs])
- Veterans Groups
- YMCAs

Education

- Adult Education Programs
- College/University (students, placement counselors)
- Parents as Teachers (children under 5 years of age, school administrators, parents, teachers)
- Schools (students, teachers, school administrators, parents, children)
- University Extension Programs

Government

- Area Agencies on Aging (senior citizens)
- Congressional Delegation
- Emergency Responders
- International Association of Firefighters
- Local Emergency Management Committees
- Local Government Elected Officials and Emergency Planning Committees
- Local Public Health Agencies
- Local and Statewide Elected Officials
- Military Installations
- Missouri Community Partners (caregivers, children, parents, community leaders)
- Missouri General Assembly
- Missouri Police Chiefs Association
- Missouri Sheriff's Association
- Public Libraries (non-English)
- Recreational Centers (adult and youth leagues)
- State Agencies
- Vocational Rehabilitation
- WIC (children, parents)

Healthcare

- Dentists
- Federally Qualified Health Centers
- Healthcare Centers/Clinics
- Hospice
- Hospitals
- Pharmacists
- Physicians
- Other Health-Related Professionals

Special Health Care Needs*

- Home Health Agencies--Medicare and private pay based short-term care
- In-Home Service Providers--Medicaid and private pay based long-term care (primarily seniors and adults/children with qualifying condition)
- Independent Living Resource Centers (people with disabilities). These centers are required to make sure their clientele have emergency plans.
- Long-Term Care Facilities--Nursing Homes, Residential Care Facilities, Group Homes
- Meals on Wheels (seniors and qualifying adults)
- Older American Transportation Service (people with disabilities, senior citizens)
- Rehabilitation Centers
- Senior Centers and Nutrition Sites (seniors and qualifying adults)
- Sheltered Workshops

Youth

- 4-H Groups (students, parents, community leaders)
- Big Brothers Big Sisters
- Boy Scouts (children, parents)
- Boys and Girls Club
- Day Care Centers
- Faith-Based Youth Programs
- Girl Scouts (children, parents)
- Little League
- Martial Arts Youth Organizations

* Special Health Care Needs: Those who have acute or chronic physical, developmental, behavioral, or emotional conditions and who also require health and related services of a type or amount beyond that required by individuals generally. This definition includes the frail elderly. Source: Special Health Care Needs Annex of Missouri's Pandemic Influenza Response Plan.

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